

Take along a pair our fifty cent amber glasses—you will enjoy their use.

These popular priced amber preclasses are a new feature with us—intended only to acquaint you with Harris Eyelass Service.

The lenses are of an excellent

rade; the mountings are fitted with the Harris Suction Clip—which hold firmly and securely eithout pinching, tilting or linning.

This new eyeglass feature is our own product and can only be obtained at our nine stores.

If you cannot call—sixty cants in stamps or money order ents in stamps or money will bring a pair to you.

Optical Itouse of .st.stabbis

net 28d St., near Fourth Ave. lest 125th St., near Lenox Ave. .84th St., bet. 5th and 6th Aves. lolumban Ave., Slet and 82d Sts. Nament St., near John St. St. Nicholas Ave., bet. 180th and 181st Sts.

Broad St., Newark, near Rahne's.

Leagues Everywhere Urged to be on Watch Against Unwarranted Increase.

PPEAL TO PATRIOTISM.

War Declared on Dishonest Dealers Who May be Checked by Quick Action.

Seven hundred and fifty thousand conserves throughout the United States to-day heard the call issued by Mrs. Julian Heath, Provident of the Housewives' League of America, to throw up bulwarks of defense against merchants and producers who take advantage of the war situation to mulct the people by raising the prices of foodstuffs.

Following careful investigation in few York the National Executive mittee met with Mrs. Heath, who ast year conducted the successful boycott on eggs, and this message was sent to organizations in 100 cities, from Portland, Me., to Ban Francis and from Buffalo to New Orleans:

"Call meetings to consider the price of foodstuffs in your city. Investigate from every angle. Honest mershants will not take advantage of the present war crists to advance prices, but we must have the subject well in hand to protect the consumers from any unwarranted rise. Watch prices and report any advance to the National Executive Committee."

The message was signed by Mrs. Heath as President; Glenrose Belle Caraway, Vice-President; Laura C. Obamberiain, Treasurer and Agnes H. Griffin, Secretary.

"If there is one spark of patriotism in America we should show it now." said Mrs. Heath, "abroad they are

franklin Simon & Co.

Fifth Avenue

Young Men's Shop

16 West 38th St.—Store Floor

Entircly Separate from Fifth Avenue Store

Will Close Out Friday

The Remainder of

Men's and Young Men's Clothing

234 English Sack Suits

FOR MEN AND YOUNG MEN, 33 TO 42 CHEST

Three or four button English sack models, in navy, black, gray or brown pencil striped cassimere, wool crash, Worumbo flannel, striped or checked worsted, Scotch homespun. Unlined, half or full lined.

10.00 #Heretofore \$18.50 to \$35.00

81 Palm Beach Suits

FOR MEN AND YOUNG MEN, 33 TO 44 CHEST Coat and trousers, English sack or Norfolk models, of tan or gray Palm Beach cloth.

5.00 Beretofore

130 White Striped Serge Trousers

FOR MEN AND YOUNG MEN, 27 TO 42 WAIST Of imported striped white English serge; also tan or gray striped flannel, with belt straps and cuffs.

2.50 \$5.00 to \$6.50

109 White Duck and Khaki Trousers

FOR MEN AND YOUNG MEN, 27 TO 40 WAIST Outing Trousers of white English duck or army khaki, with belt straps and cuffs.

1.00 Heretofore

On account of the large price reductions a small charge will be made for alterations

Young Men's Shop"—16 West 38th St.

advances in prices already, but we are confident that quick action will

"We are bears on the market. Far from food being higner in this country it ought to be cheaper. Of course imported foods are rising. Take Russian caviar for example but we don't need that. We can get along are the Dutchess of Mariborough.

millers say it is not. It should go down. One or two refineries have put up the price of sugar, but this should not be unless the corporations permit speculation. I found that some were buying future shipments. Fruit and vegetables are the same and should remain so.

"Sirioin and porterhouse steak have increased three cents a pound, and even Argentine lamb went up two cents. The old excuse about Argentine meat not coming in because England takes the supply will not hold good now and prices ought to come down. There has been a three-cent advance in the best creamery butter. This is perfectly absurd, and it probably means great quantities are being placed in storage to speculate fer winter export. Eggs are plenty and the market steady.

"I understand boarding houses are laying in many barrels of flour and are exhausting the supply of cerials, fearing big rises in cost. I think, however, our campaign will have a beneficial effect."

WATCH VATERLAND

Florida Leaves to Enforce Neutrality and Other Vessels

Will Go Out.

WASHINGTON, Aug. 6.—Se f the Navy Daniels to-day ordered battleships, destroyers and oruisers at New York, Philadelphia, Lewes, Del., and Hampton Reads to see that the President's neutrality proclamation is enforced.

The Florida has orders to watch be German liner Vaterland until it determined whether her load of reervists or munitions of war, if any are aboard, violate the neutrality

To prohibit shipments of munitions of war, Secretary Daniels ordered the Florida to watch the port of Ne -York, the Mayflower to proceed to Hampton Roads, a number of destroyers to guard ports along the New England coast, and those at Lewes, Del., to prevent violations of neutrailty at Philadelphia or in that territory. Any vessel attempting to sail for a belligerent port without clearance papers will be boarded.

The Texas and Louisiana, at Vera Crus, and the Minnesota, at Tampico. have been ordered to New York, and Secretary Daniels announced that other American vessels will be ordered North as fast as room could be found for them at mavy yard

As watchdog over the neutrality of he United States proclaimed by President Wilson in the face of the general conflagration abroad, the big dreadnought Florida prepared herself to-day when, shortly after 9 o'clock, she slipped out of the Brokklyn Navy Yard and steamed down to anchorage off Tompkinsville, there to await or-

off Tompkinsville, there to await orders from the Navy Department at
Washington.
Navy Yard was that American ships
will be permanent patrols to prevent
a repition of the rumored conversion
at sea of the North German Lloyd
steamship Kronprinz Wilhelm, after
sailing as an innocent merchantmen
from this port.
That the Kronprinz Wilhelm is
stopping merchantmen off Cape Henry
was verified by Capt. Williamson
of the British freighter Kikoskold,
in port at Norfolk yesterday after being overhauled by the converted German passenger ship. This incident, coupled with the rumors that the Hamburg-American liner Vaterland was
about to put to sea on the same warlike mission, moved the Government
to activity.
The Hamburg-American line to de-

The Hamburg-American line to-day denied reports that the Vaterland was being fitted out as a cruiser, or that she would sail on any mission what-

ever.

Guards about the pier were maintained to-day and, presumably as a precaution against approach by small boats with hostile intent, a huge net was stretched across the stern of the vessel.

BUSINESS TALKS

(No. 16.) The greatest time to "think" is when one wakes up in the "wee hours of the morning!"

It is in bed, at resi, hear daybreak, that one can best analyze his past mis-take, and lay plans for a future of progressi

Shortly after midnight you can get a copy of The World with its tens-of-hundreds of offers of positions, workers, homes, bargains, &c. Be up and doingt

If you would succeed in lite, leave your pillow for guiding World ads. bright and early!

The World prints more want-filling advertisements every week, month and year than any other newspaper on the face of the earth!

Isn't That the Company YOUR Adot. Should Keep?

Duchess of Marlborough and Lady Granard Among Her 450 Cabin Passengers.

Among those who have engaged passage on the American liner St. Paul, sailing for Liverpool to-morrow.

don't need that. We can get along without the imported things, but we will not stand for unreasonable advances of our own products.

"Retailers may flour is going up: miliers my flour is going up: down. One or two redineries have put up the price of sugar, but this should not be unless the corporations permit speculation. I found that some were buying future shipments. Fruit and vegetables are the same and should remain so.

"Birloin and porterhouse steak have increased three cents a pound, and even Argentine lamb went up two cents. The old excuse about Argentine meet not coming it because England takes the supply will not held good now and prices ought to come down. There has been a three-cent advance in the heat comments butter.

James McCreery & Co.

34th Street

"AMERICAN LADY" CORSETS

A complete line of models for medium, slender and average figures. Made of fine Batiste. 1.00, 1.50 and 2.00

Special on Friday

"American Lady" Corsets made of Mercerized Striped Broche,-low bust; trimmed with lace and ribbon.

Brassieres made of All-over Embroidery, trimmed with embroidery; reinforced under arms; open front.

withheld from ships flying alien flags. IT MAKES LITTLE DIFFERENCE WHAT YOU NEED-A WORLD "WANT" WILL GO GET IT

The John Muanater Store

Another Price Drop on Women's Fine Suits

\$18.75 now for the suits left over from the group recently re-priced

\$25 for the group recently repriced \$32.50.

\$40 for the group recently repriced \$50.

These groups contain some of the finest woolen suits tailored in New York this season -and there are also original French models by Cheruit. and even Callot.

Women who buy French suits or accurate copies of Paris models know that such suits as these are likely to stay in fashion for several seasons.

Disposal Sales of Women's Footwear

Complete clearance of certain groups-844 pairs of evening slippers and 1200 pairs of low shoes.

Evening Slippers \$3.35 Regularly in our own stock at \$5 and \$6.

Evening Slippers \$4.25 Regularly in our own stock at \$7 and \$8. In both groups there are black, white, gray and bronze opera slippers, sailor ties and co-

Women's Low Shoes.

Regularly in our own stock at \$5 to \$7.50. Pumps and colonials; patent leather, dull black leather and tan. Some with dainty turned soles and wood Spanish heels, and others with leather Cuban heels.

Main floor, Old Building. Tub Shirtwaists, \$1.50

Miscellaneous collection of several styles-voile and other white materials, prettily trimmed with lace. All have been priced considerably higher prior to today.

Third floor, Old Building.

German Silver Vanity Cases, 75c

Both sides of these pretty cases are striped according to the latest fashion in vanities, and have circular space for monogram.

Inside there are three coin slides, a place for hair pins, one for powder and a mirror. Quite wonderfully good value at 75c.

Subway floor, Old Building.

. The John Hanamaker Store.

A Purchase of More than 8000 Men's **Combination Suits**

-all new, clean and perfect. Half the lot on sale tomorrow in New York, half in our Philadelphia Store.

All sleeveless and knee length; all with closed crotch.

Only once before have we offered anderwear such as this at these prices -on May 13-and it went so quickly that we received hundreds of inquiries from men who came too late and wanted to know when we would have more.

flere is the "more"-

55c a Suit—equal to our \$1 grade

White nainsook and plain or striped madras.

75c a Suit—equal to our \$1.50 grade

Panama cloth, cotton voile, striped

\$1 a Suit-equal to our \$1.50 and \$2 grades

Irish linen, white satin striped mercerized cotton, blue and white striped madras.

\$1.50 for Shirts or Drawers (and 46 Union Suits) -equal to our \$3 and better

White glove silk coat style shirts and knee drawers to match; and 46 silk union suits, plain or fancy stripes. Burlington Arcade floor, New Building.

Shirts Drop to 70c

grades

Our dollar grades, in a great variety of patterns of the most-calledfor kind.

Burlington Arcade floor, New Bldg.

Men's Straw Hats, \$1

Good-bye price of our \$2, \$3, \$3.50 and \$4 straw hats; mostly \$3 grades; mostly sennits; some splits, some mackinaws; hats made for us in London and hereabouts. Several hundred in all sizes.

Burlington Arcade floor, New Bldg.

Men's Low Shoes \$3.95 Pair

Originally here in our own stocks at \$5 to \$10. Seasonable shoes in patent, dull black leather, kid and tan calf.

Burlington Arcade floor, New Bldg.

GROCERIES

JAMES

At All 285 James Butler Inc. Store

Baked Beans

20 2.9.C Stamps FREE On Saturday, August 8th to all purchasers of (\$1) one dollar's worth or more, on presentation of this coupon on Saturday, August 8, at any of the 235 James Butler Inc. Stores or Markets.

This is a special Bonus for Housekeepers in addition to all ZW stamps regularly given.

Best Creamery Butter Very choicest, fresh from the Creameries; deliciously sweet; cannot be surpassed at

any price. Why pay more when you can buy such excellent butter for, a lb..

Belle Brook Print Butter, 31c

Imported Marmalade Large stone jars, averaging 15 ounces of E. & T. Pink's delicious Orange Marmalade, giving supreme satisfaction; at the owest price ever offered-each

Blue Ribbon, Gelatine; Strawberry, Raspberry, Cherry, Lemon and Orange fruit flavors; package,

New Potatoes The finest from New Jersey... **Sensational Tea and Coffee Offer**

Mixed

Fresh Roasted In the Bean or Ground

Try this excellent blend of Maracaibo and Formosa, Cey-lon and Japan; Santos Coffees;

Blue Ribbon Brand; crisp | C Corn Flakes, and fresh; big package...

Swift's Borax Soap . 3 cakes 10c Hamilton Coupon, which may be exchanged for 200 Stamps, with each cake of Smift's Soap. Kirkman's Borax Soap, 7 cakes 25°

Large Can of Talcum Powder, 5 At All 35 James Butler Inc. Meat Markets Long Island Ducks, Fresh killed, Ib...; 19° Fancy Roasting Chickens, Ib... 28° Fancy Broilers, b...... 26°

Sugar Cured Spare Ribs, B.... 12° At All 131 James Butler Inc. Licensed Stores The Big Dollar's Worth—Unsurpassed Value
Bottle Old Monogram Whiskey.....75c
Bottle J.B. Choice California Sherry, 25c
Bottle J. B. Choice California Port...25c All Three Large Regular Sized Bottles....

50 old Cabinet Rye Whiskey..... 1 California Claret,
Pure, rich grape wine; half gallon, 39° Bot-19° California Claret, Guinness's Stout, Doz. \$ 1.25; Doz. 90° World-famous extra foreign Bots., 1 Splits, 90° Allowance of 15c dosen for empty bottles and 10c dosen for empty splits

Double 2-x Stamps Free on FRIDAY with All Purchases except Butter and Sugar.

All lost or found articles advertised in The World will be listed at The World's Information Bureau, Pulitzer Building Arcade, Fark Row; World's Uptown Office, northwest corner 88th St. and Broadway; World's Harlem Office, 155 West 125th St., and World's Brooklyn Office, 202 Washington St., Brooklyn, for 30 days following the printing of the advertisement.

READERS WORLD

To appreciate the convenience and great value of the Sunday World's

Want Directory—READ IT.